

NEWS BUREAU

To support the **Army Of One** message, a News Bureau initiative has been developed to increase civilian awareness of the career and personal growth opportunities in the Army. The News Bureau will reveal the faces and experiences of the Soldiers while presenting the opportunities behind the various MOSs. The different News Bureau topics have been introduced to the media in waves, beginning July 2001. Each News Bureau wave focuses on a different MOS, highlighting its unique benefits, awards or interesting facts for the media. Although the Army's civilian PR agency will contact national media outlets, you can ensure the story reaches media in your area and ties it to personnel at your installation.

Following is an overview of each of the News Bureau initiatives. Please use this document as a guide to implement story ideas in your community and incorporate the **Army Of One** message into the resulting media coverage opportunities.

USAREC News Bureaus

Overall Goal: Set up media interviews for Soldiers and allow them the opportunity to share the details of their MOSs.

Food Service

Goal: Raise awareness of the Army's top-tier culinary programs and demonstrate the range of opportunities the Army provides in the area of food service (e.g., USACAT).

Developing a Local Angle: To develop a local story focused on the Army's food service, answer the following questions to identify potential news angles:

- Is there someone at your installation who can speak about the Army's food service expertise, careers, awards, etc.?
- Is there a chef on your installation who is well known in the community or has an interesting story to tell that carries news value (e.g., a chef who has been with the Army more than 20 years, a chef who has prepared dinner for dignitaries from 18 countries, etc.)?
- Does your installation have a fresh idea about food preparation or an interesting fact to share with morning talk shows?

Example:

How do you bake brownies for more than 300 people?

How many carrots are peeled every night for dinner?

How many people are fed each day?

“Develop a Local Angle”

Mechanical Technology Training

Goal: Demonstrate how the Army keeps its mechanics at the forefront of new technology.

Developing a Local Angle: To develop a local story focused on Mechanical Technology Training, answer the following questions to identify potential news angles:

- Is there someone on your installation who can speak about mechanical tips and exercises?
- Are there competitions that you could set up with local mechanics and Army mechanics? Are there national award winners at your base?
- Invite a morning talk show out to your base to come cover a “Free Training Session” where Army Mechanics, who work on tanks and various aviation, teach local mechanics about the new techniques.
- Who on your installation can help identify advantages the Army provides its mechanics vs. civilian trained mechanics?

Digital Divide

The Digital Divide is a term used to describe the technological distance between those who have access to technology and those who do not due to socioeconomic barriers. A percentage of people have access to technology while other groups of people do not. The difference between these two groups of people is what we call the Digital Divide.

Goal: Demonstrate the Army's solutions in providing access to technology for members of all economic levels.

Developing a Local Angle: To develop a local story focused on crossing the Digital Divide, answer the following questions to identify potential news angles:

- Is there a community outreach program that your installation participates in?
- Send a technologically savvy Soldier to a high school computer class to talk about Army technology.
- Who on your installation is an African American/Hispanic Soldier who is being exposed to many different facets of technology because of the Army? What opportunities does this afford him/her?
- Is there an established program on your base that closes the divide between it and the local community?

Internal Contacts

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